

**CLAIMS:** *The following is a listing of all claims in the application with their status and the text for all active claims.*

1. **(ORIGINAL)** A multifunctional hot spot apparatus comprising: A set of processed or readable instructions storable on a retaining medium; At least one hot spot defined by any communication with said instructions and having a means for performing at least one of a plurality of predetermined functions, said hot spots being accessible from a globally accessible network; Means, defined by said instructions, for selecting and activating at least one of said predetermined functions.
2. **(ORIGINAL)** An apparatus as recited in claim 1, further comprising: Means for identifying said hot spots.
3. **(ORIGINAL)** An apparatus as recited in claim 1, said predetermined functions comprising: Means for identifying items available on a website for purchase.
4. **(ORIGINAL)** An apparatus as recited in claim 1, said predetermined functions comprising: Means for conducting an auction and receiving bids for the purchase of identified items.
5. **(ORIGINAL)** An apparatus as recited in claim 1, said predetermined functions comprising: Means for linking to at least one predetermine URL address when said hot spot is activated.

6. **(ORIGINAL)** An apparatus as recited in claim 1, further comprising a means for storing and retrieving digital media, said digital media having at least one said hot spot defined therein.

7. **(ORIGINAL)** An apparatus as recited in claim 1, wherein said predetermined functions comprises: Means for calling a predetermined phone number when said hot spot is activated.

8. **(CURRENTLY AMENDED)** An apparatus as recited in claim 1, further comprising a means for accessing and activating digital media when said hot spot is activated.

9. **(CURRENTLY AMENDED)** An apparatus as recited in claim 1, wherein said predetermined functions comprises: A means for communicating with a web site user with a digital media file having at least one said hot spot.

10. **(ORIGINAL)** An apparatus as recited in claim 1, wherein said predetermined functions comprise: A voice recognition means for activating at least one of said predetermined functions based on the sound of the user's voice.

11. **(ORIGINAL)** An apparatus as recited in claim 1, wherein said hot spots reside on and are accessible from a digital video file.

12. **(ORIGINAL)** An apparatus as identified in claim 1, wherein said hot spot resides in and is accessible from an audio digital file.

13. **(ORIGINAL)** An apparatus as recited in claim 1, wherein said hot spot resides in and is accessible from a digital media file.

14. **(ORIGINAL)** An apparatus as recited in claim 1, wherein said means for selecting and activating comprises: A menu of identifiers in communication with said functions for identifying and providing access to said functions; Said identifiers each corresponding to and being in communication with at least one of said predetermined functions, said identifiers having a means for activating a function when a corresponding identifier is activated.

15. **(ORIGINAL)** An apparatus as recited in claim 1, wherein said predetermined functions comprise: At least one globally accessible address that is accessible through a globally accessible network when said corresponding identifier is selected.

16. **(ORIGINAL)** As recited in claim 1, when said means for selecting and activating comprises: At least one predetermined parameter that activates a corresponding function from said plurality of functions when said parameter is satisfied.

17. **(ORIGINAL)** An apparatus as recited in claim 16, wherein said at least one predetermined parameter comprises the reaching of a predetermined segment of a digital media file.

18. **(ORIGINAL)** An apparatus as recited in claim 17, further comprising a means for overwriting said parameter when a user selects at least one of said plurality of predetermined functions.

19. **(ORIGINAL)** An apparatus as recited in claim 1, further comprising: Means for adding at least one additional function to a predetermined hot spot.

20. **(ORIGINAL)** A software apparatus for use on a globally accessible website, comprising:  
A set of processed readable instructions stored on a tangible medium for creating and controlling at least one pre-identified hot spot, said hot spot having a plurality of predetermined functions: Said functions dictating the action taken by said hot spots when activated, said functions having means for accessing predetermined locations that are accessible from a globally accessible network; Means for selecting and activating at least one function from said plurality of functions based on predetermined parameters, at least one of said predetermined parameters comprising a user originated input that selects and activates at least one function from said plurality of functions when said hot spot is activated.